

MID TERM PROGRESS REPORT

Sheila Martin-Caguiat, MSW (PI)
Danielle Dawn Smalley Foundation
999 W. Hwy 175
Crandall, TX 75114

April 18, 2016

Mr. Saurabh Vasudeva (AA)
Ms. Karen Lynch (AOR)
U.S. Department of Transportation
Pipeline and Hazardous Materials Safety Administration

RE: PHMSA/DOT TAG DTPH5615GPPT14

Dear PHMSA/DOT:

I am writing to inform you about the progress of the School Pipeline Safety eLearning project, which is being executed by the Danielle Dawn Smalley Foundation (DDSF).

Project Description

Under this grant award, the Smalley Foundation is developing, piloting, and measuring the effectiveness of a school pipeline safety e-learning module with 100 schools as well as providing all wrap-around services and producing a program sizzle reel video.

Expected program outputs and milestones that have been completed as of date include:

- DDSF dedicated staff to the project by assigning roles and responsibilities
- DDSF staff worked with Questar Gas Company to identify 100 program pilot schools for this project as well as obtain the necessary program enrollment data for each school from Questar along with the necessary pipeline data pertaining to each school.
- DDSF staff processed each of the 100 schools which included verifying all school contact information and uploading each of the schools into our program database, using pipeline shape files to create an aerial map for each school, and synching our school website to build a custom school pipeline safety webpage for each of the schools. ***See attached example**
- DDSF staff downloaded PDF's of each of the 100 schools custom safety webpages and provided them to Questar to review for accuracy and approve prior to use.
- DDSF worked with Questar to review, obtain feedback, and make necessary changes to the video script to ensure that video elements are spot-on in meeting recommended messaging as well as preferred messaging of the pipeline industry.
- DDSF conducted research into best practices for eLearning
- DDSF contracted with Motion Media Solutions and began the process of creating the video elements that will be used within the eLearning module and sizzle reel including providing content, guidance and feedback to ensure the end-product is premium.
- DDSF contracted with Motion Media Solutions and also worked with the Pipeline Association for Public Awareness to coordinate changes that needed made in our program database as well as

the program website layout to successfully support this enhancement and new outreach method.

- DDSF worked with the 811Store to customize and order 200 vinyl floor decals to be shipped to each school and district participating in this effort. DDSF also ordered shipping boxes that will be used to ship the floor decals to the schools (we will include the program annual mailer inside the boxes as well). ***See attached image**
- DDSF purchased the necessary eLearning sessions that will be used to deliver the eLearning modules to the school and district officials.
- DDSF created the eLearning module outline, including pre/post questions, and provided them to industry for feedback and input.
- DDSF staff coordinated all communications necessary to draft, obtain feedback, revise, and finalize project content and inputs.
- DDSF staff coordinated and participated in all communications necessary to develop, house, and execute project deliverables and outputs.
- **Work in Progress:**
- DDSF staff is continuing work with Multi Media Solutions to create all video content that will be used in eLearning modules and other program enhancements for schools.
- DDSF staff is continuing work with the Pipeline Association for Public awareness to test and approve modifications made to the program database and school safety website layout to accommodate these program enhancements for schools.
- DDSF is building the eLearning module (in-house) via the EzElrn platform that will be used to execute the sessions to school officials.
- DDSF is coordinating with school and district officials to schedule the assignment and projected completion dates of the eLearning modules.
- DDSF will monitor (track, remind, provide support, etc.) the eLearning sessions once assigned to school officials.
- DDSF will collect and analyze eLearning measurements to determine if the key messages were understood, make adjustments as needed, and disseminate outcomes to project partners.
- DDSF will create and ship a mailer to each of the 100 schools and their districts that includes the 811 floor decal along with a custom school pipeline safety poster displaying their aerial map and pipeline information (including emergency number).
- DDSF will refine the pipeline safety eLearning for school officials and prepare it for nationwide availability

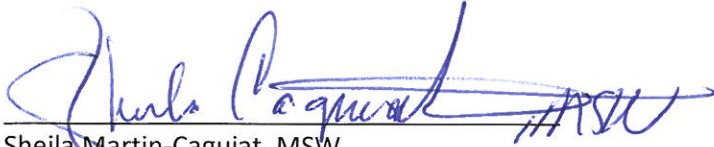
Unexpected changes:

Currently there are no unexpected changes that have occurred in this project. Some of the original 100 schools provided by Questar, when researched, were replaced due to being closed or relocated, which created some additional work for DDSF staff but that is a common issue and was expected.

Overall Assessment of the Report:

We feel that this project is coming along well. Both Industry and schools involved in the project have been supportive and cooperative. DDSF staff has been diligently working on this project and we can see tangible progress. We are excited to see new materials, collaborations, and relationships formed over

this project that will serve to educate school officials about pipeline safety in ways that are convenient and currently used by today's educators.



April 18, 2016

Sheila Martin-Caguiat, MSW
Danielle Dawn Smalley Foundation
Executive Director, Grant PI
sheilamartin@smalleyfnd.org
972.472.6500